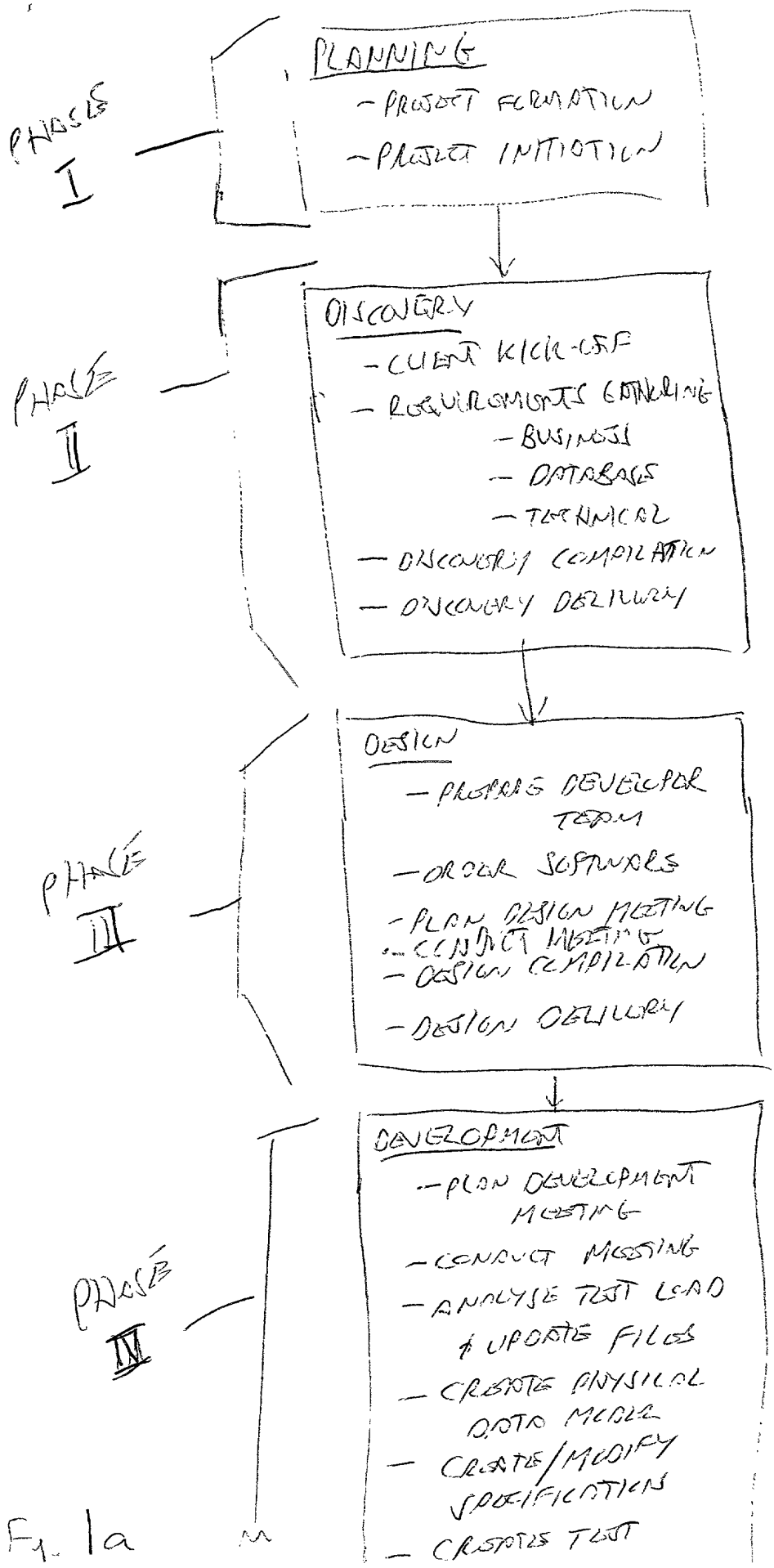
PHASE I
PLANNING
- PROJECT FORMATION
- PROJECT INITIATION
PHASE II
DISCOVERY
- CLIENT KICK-OFF
- REQUIREMENTS GATHERING
- BUSINESS
- DATABASE
- TECHNICAL
- DISCOVERY COMPILATION
- DISCOVERY DELIVERY
PHASE III
DESIGN
- PROGRAM DEVELOPER TEAM
- ORDER SOFTWARE
- PLAN DESIGN MEETING
- CONDUCT MEETING
- DESIGN COMPILATION
- DESIGN DELIVERY
PHASE IV
DEVELOPMENT
- PLAN DEVELOPMENT MEETING
- CONDUCT MEETING
- ANALYSE TEST LOAD & UPDATE FILES
- CREATE PHYSICAL DATA MODEL
- CREATE/MODIFY SPECIFICATION
- CREATES TEST

Fig. 1a

DEVELOPMENT (UNIT)

- CREATE UNIT & SYSTEM TEST PLANS
- CREATE/MODIFY PROGRAMS & ROUTINES
- PERFORM UNIT/SYSTEM TESTS
- PROCESS TEST DATA & POPULATE TEST DATABASE
- ESTABLISH RECOVERY, BACKUP & SECURITY PROCEDURES
- CONFIGURE INTERNAL END-USER TOOLS
- TUNE DATABASE
- PREPARE FOR DEPLOYMENT TOOL TRAINING
- CONSTRUCT DEPLOYMENT PLAN

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DEPLOYMENT

- PLAN DEPLOYMENT MEETING
- CONDUCT MEETING
- ANALYZE LIVE LOAD FILES
- CREATE LIVE DATABASE
- PROCESS LIVE DATA / POPULATE LIVE DATABASE
- CARRY OUT DEPLOYMENT PLAN
- POST PROJECT REVIEW, DISCIPLINE
- POST PROJECT REVIEW, CLIENT

PHASE IV

Fig. 16

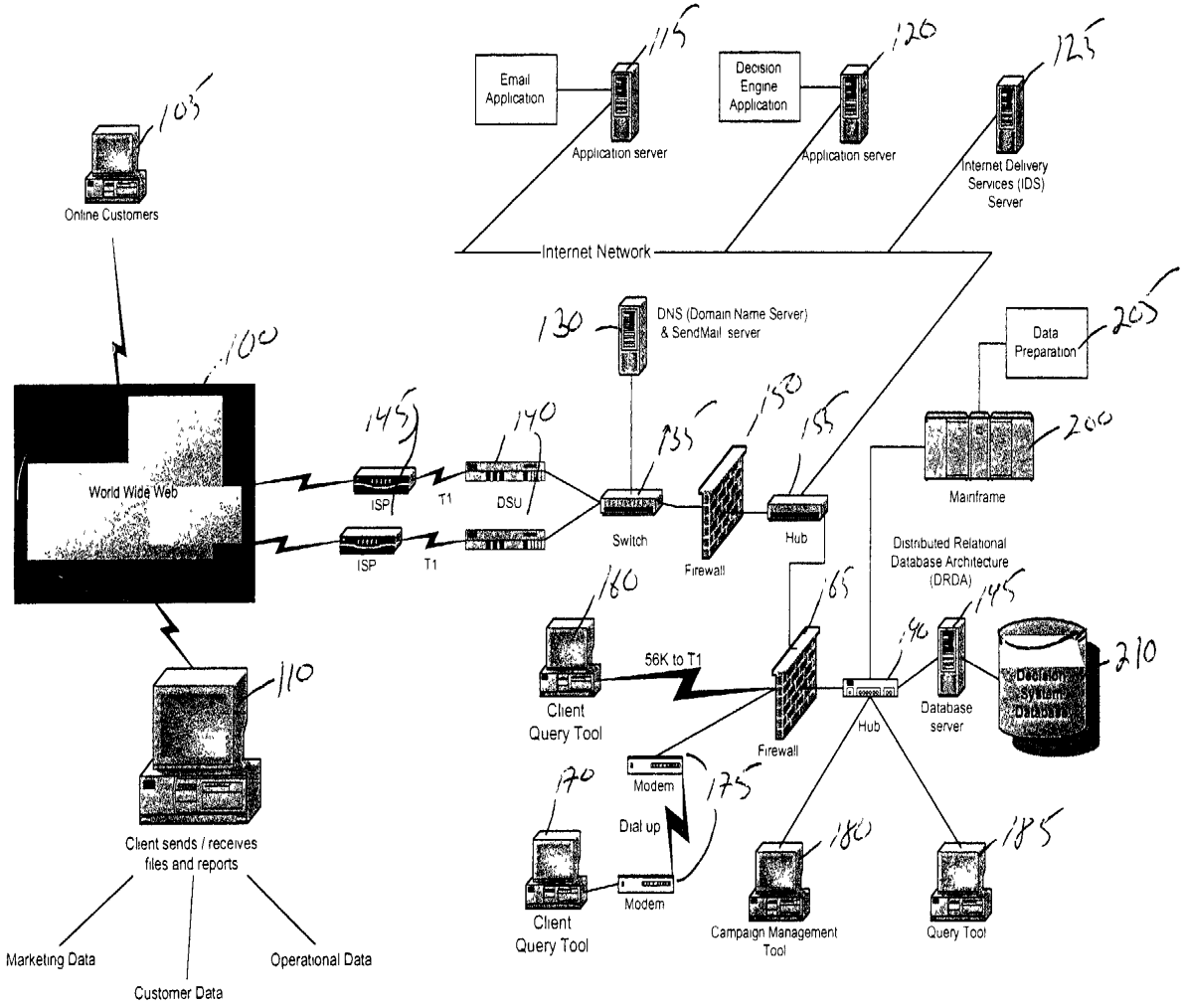
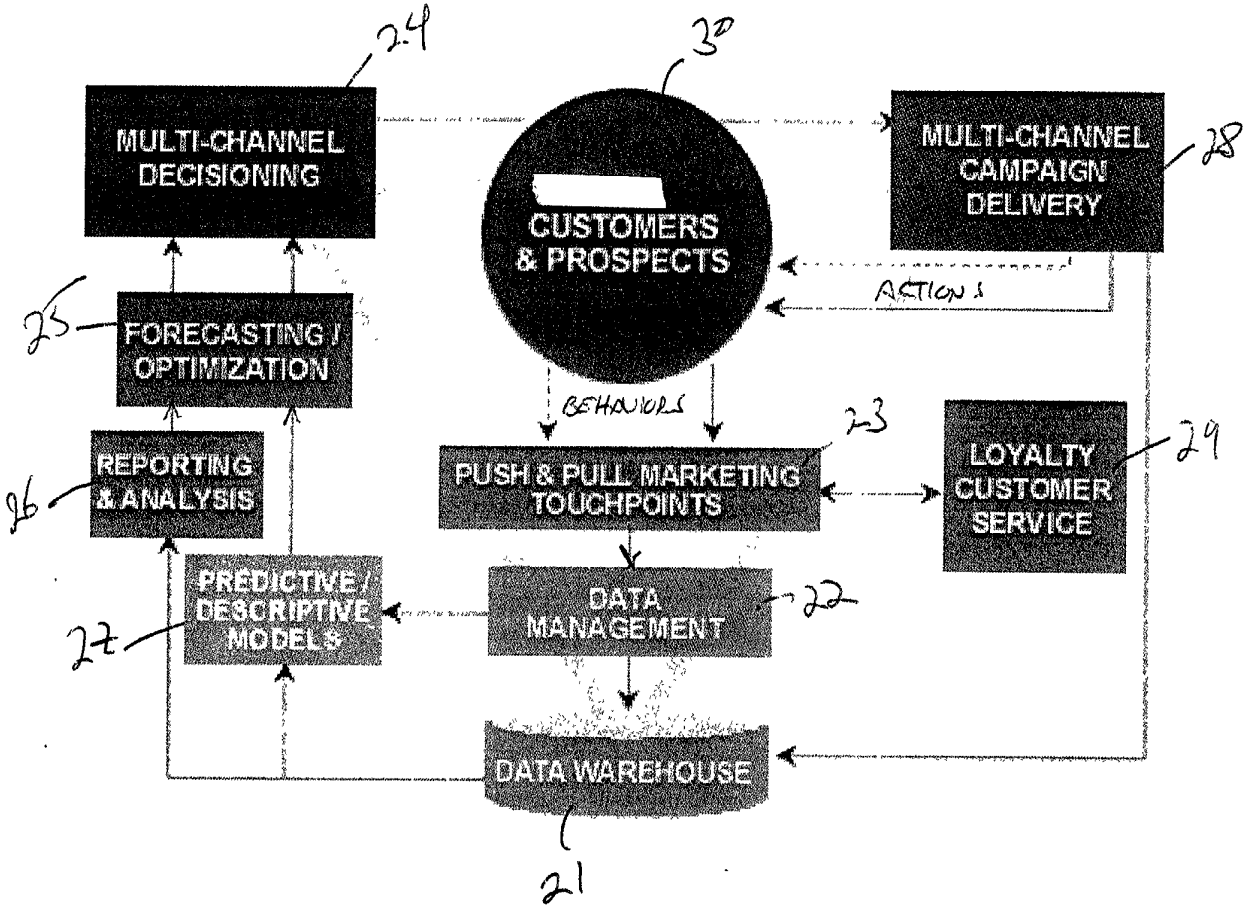

Email Application
Application server
Decision Engine Application
Application server
Internet Delivery Services (IDS) Server
Online Customers
Internet Network
DNS (Domain Name Server) & SendMail server
Data Preparation
World Wide Web
ISP
T1
DSU
ISP
T1
Switch
Firewall
Hub
Mainframe
Distributed Relational Database Architecture (DRDA)
Client Query Tool
56K to T1
Firewall
Hub
Database server
Modem
Dial up
Modem
Client Query Tool
Campaign Management Tool
Query Tool
Client sends / receives files and reports
Marketing Data
Customer Data
Operational Data

Fig. 2


MULTI-CHANNEL DECISIONING
CUSTOMERS & PROSPECTS
MULTI-CHANNEL CAMPAIGN DELIVERY
ACTIONS
FORECASTING / OPTIMIZATION
BEHAVIORS
REPORTING & ANALYSIS
PUSH & PULL MARKETING TOUCHPOINTS
LOYALTY CUSTOMER SERVICE
PREDICTIVE / DESCRIPTIVE MODELS
DATA MANAGEMENT
DATA WAREHOUSE
24
30
28
25
23
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27
22
21

Fig. 3